Design Anthropology

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Question to understand.
• (Re)frame the ask or opportunity
• Review organizational structure, mission & vision statement, business goals, existing data
• Project approach, strategic planning, engagement roadmap

Build trust with end users.
• Engage & advocate for a range of perspectives
• Social listening, mock-ups, focus groups, interviews, observation, shadowing, site tours, surveys
• Market segments, target audience profiles/personas

Facilitate (tough) conversations.
• Align senior leadership/stakeholders around shared vision
• Workshop facilitation, prioritization activities, review of key data insights
• Project priorities & KPIs (Key Performance Indicators)

Translate insights to optimize impact.
• Communicate the human experience within the context of strategy & design
• Data translation workshops, summary documents, change management coaching
• Journey mapping, scenario planning, space program, test fits, design recommendations

Health & Wellness Retailer (USA)
• Executive HQ Relocation (USA)
• Border Crossing Facility (USA)

Fortune 50 Think Tank (USA)
• Financial Institution Future of Work (USA)
• Higher Education Living Learning Housing (USA)

Arctic Tourism (RUS)
• Glamping (UAE)
• Labor & Delivery Unit (USA)
• F&B Merger into New HQ (USA)